

REMARKS

Reconsideration of the present application, as amended, is respectfully requested.

By means of the present amendment, claim 1 has been amended to correct a grammatical error.

In the Office Action, claims 1-23 were rejected under 35 U.S.C. §102(e) as being anticipated by U.S. 6,334,127 B1 (Bieganski). In response, the following remarks are presented. It is respectfully submitted that claims 1-23 are patentable over Bieganski for at least the following reasons.

Bieganski discloses an electronic processing system for generating a serendipity-weighted recommendation output so that low value recommendations are not made. According to pages 2-3 of the Office Action, distance is equal to serendipity control value Bieganski, where column 14, lines 32-56 of Bieganski teaches aggregating the distances between each of the symbolic feature values to determine the closeness of two items.

Assuming, arguendo, that distance is equal to serendipity control value, it is respectfully submitted that column 14, lines 32-56 of Bieganski teaches multiplying the recommendation value by the serendipity control value. Aggregating or adding distances is

nowhere taught or suggested in Bieganski, let alone adding distances between each of the symbolic feature values to determine the closeness of two items, as recited in independent claims 1, 10 and 19-23.

Accordingly, it is respectfully submitted that independent claims 1, 10 and 19-23 be allowed. In addition, as claims 2-9 and 11-18 depend from independent claims 1 and 10, applicants respectfully request that claims 2-9 and 11-18 also be allowed.

In view of the above, it is respectfully submitted that the present application is in condition for allowance, and a Notice of Allowance is earnestly solicited.

If any informalities remain, the Examiner is requested to telephone the undersigned in order to expedite allowance.

Please charge any fee deficiencies and credit any overpayments
to Deposit Account No. 14-1270.

Respectfully submitted,

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